

Arundel Town Council

Arundel Farmers Market - Working group update

2nd October 2020

September Market

This market was very successful with new traders introduced and lots of positive feedback from shoppers on the day and on social media. We were pleased to hear customers saying that the increased variety of produce is enabling them to buy their whole weekly shop at the market. Traders were very happy with their takings and liked the new weather proof stall that were introduced. Residents who visited the market continue to comment positively on the visibility of Councillors taking an active roll.

After every market the working group do a post market review and put actions into place to further improve. We also review the finances and I am pleased to report that the market continued to make a profit in September even after taking into account of one off cost for replacing damaged signage that is put up to advertise the market around the town.

One of our key performance indicators that we monitor is the number of No Shows/ i.e. stall holders that do not turn up on the day. This was a problem in the past and I am very pleased to report, that for the first time, we had zero no shows at the market.

In September working group members had a meeting with the Mayor, Town Clerk and Cllr Michael Tu to help iron out the Sage financial reporting for the market and visibility of traders payments into ATC's bank account. The market keeps their own records but there are issues with Sage P&L and invoicing of the stall holders which Cllr Michael Tu has kindly agreed to assist in ironing this out.

This will also enable the Market Manager to use their time more efficiently.

Council surgery stall

In August the Council surgery stall was shared with the Community Land Trust and in September, by Visit Arundel to promote the new residents "Love Arundel" element of their website.

Sharing the ATC stall has worked well and supports our ATC Objective – Coronavirus No 2. "To support Arundel attractions, businesses and voluntary organisations in their recovery programmes once they start up again"

The AFM working group and Mayor Tony Hunt have put together a program of local community groups to share the surgery stall each month. We are also inviting these groups to supply us with their information leaflets on an ongoing basis.

Autumn winter markets

We are in the process of planning the autumn winter market season which starts in October. This involves moving some of our stalls into the High Street area as Arun District Council does not allow Jubilee Gardens to be used in wet weather and we need to continue spacing the market out for Covid Safety.

There will be a High Street road from the Norfolk Arms to Sims Williams (on the southbound side only) from 06.30 -14.30 to allow for the setup, operation and take down of the market. A letter informing residents and businesses affected by the road closure is being distributed.

Arundel is Christmas" Farmers Market opportunity

The Farmers Market is working with Chamber of Commerce on an "Arundel is Christmas" Farmers Market opportunity, given that Arundel By Candlelight is cancelled and there are no other events planned.

Two Christmas themed Farmers Markets in November and December are proposed. These would trade for an extended time, from 9am to 3pm and include some artisan Christmas stalls. There would be a temporary full road closure in the High Street from The Swan Hotel to Motte and Bailey on the northbound lane and from the Norfolk arms to Sims Williams on the southbound side.

Hospitality businesses would be able to use the pavement in front of their premises to serve customers if they wish and will not need a separate table licence as this would be covered by the Farmers Market road closure. There will also be some stalls available for hire to Arundel retail businesses that offer products covered by our AFM street trading license. All would need to work closely with AFM management to ensure Covid safety and social distancing requirements are fully met.

Sharon Blakie and Cllr Michelle Scott visited most of shops and hospitality businesses adjacent to the proposed Christmas Farmers Market road closure area on Wednesday 30th September to gather feedback on this proposal. Everyone we spoke to supported it.

The Chamber of Commerce is sharing full details of the Arundel is Christmas Farmers Market opportunity with all it's members and inviting feedback.

To make this happen and because of the tight timescales the road closure application is in progress and the market traders and the stall provider are being consulted regarding the extended trading time in parallel with the Chambers members consultation.